

6-9-75

Mr Luis Alvarez  
National Executive Director  
Aspira of America  
22 E. 54th St  
New York NY

Dear Luis:

Enclosed is the second draft of the proposal  
for Aspira magazine.

I have incorporated your suggestions, and also  
filled in a budget estimate. I think it's too early  
to provide a detailed budget breakdown. But this at  
least gives the National Endowment on the Humanities  
an idea of how much ~~we~~ support we are seeking.

Saludos,

Kal Wagenheim

Puerto Ricans in the U.S.

<u>Year</u>	<u>Born in Puerto Rico</u>	<u>Born in the U.S.</u>	<u>Total</u>
1950.....	226,110	75,265	301,375
1960.....	615,364	272,278	887,642
1970.....	783,358	646,038	1,429,396

These figures, compiled by the U.S. Bureau of the Census, are quite conservative. Even the Census people admit that they undercounted Puerto Ricans and other minority groups. I think we can safely add 25 percent to ~~the 1970 numbers~~ the 1970 numbers.

But even the Census figures show that our community has grown dramatically since 1950 and is quite change-oriented. The number of Puerto Ricans born on the U.S. mainland, which once represented perhaps one-fourth of the community, is now almost equal in size to the number of migrants from the island.

In the ~~in~~ 1950's, when many of ~~our~~ our parents migrated from the island, the Puerto Rican community here was a somewhat amorphous mass of people, many of them unskilled and culturally alien to the U.S. mainland. Their social, cultural and political frame of reference was the island of Puerto Rico.

(cont.)

Such a publication would not be a forum for polemic, but a medium for artistic expression and for informed opinion on major issues. It would appeal not only to a fast-growing Puerto Rican audience, but also to the even larger audience of Americans who, for personal or professional reasons, wish to keep abreast of issues that concern one of the nation's major ethnic groups.

The working title of the magazine is Aspira, which, as you know, comes from the Spanish verb "to aspire."

We would not pattern ~~ourselves~~ ourselves directly after any existing magazine, but we would try to adapt ideas from some of the better ~~scholarly~~ scholarly journals, as well as such ~~serious~~ serious publications as Commentary, which devotes itself to the humanistic issues and concerns of the Jewish-American community.

Our format~~work~~ would include essays, fiction, book reviews, bibliographies, some graphics, and a letters section. We would also feature a ~~brief~~ brief ~~section~~ "Who's Who" ~~section~~, not for reasons of appealing to reader vanity, but to keep subscribers current on Puerto Ricans who are achieving ~~important~~ in the arts, government, education, politics, etc.

Perhaps twice a year, Aspira magazine would organize a seminar around a topic of concern to the Puerto Rican ~~and~~ community. The prepared papers and informal comments of the participants in these forums would be edited and published

(cont.)

in the magazine. These forums would not only feed the magazine with stimulating editorial material, but also, by their very nature, be news events that publicize the magazine's existence.

In addition to publishing the fiction and poetry of mainland Puerto Ricans, Aspira could also help to bridge the language gap by translating ~~some~~ literary works from Puerto Rico and publishing them in English, thus making them available to a wider audience.

We have been in touch with the editors of several magazines (most of them university-based), to determine approximate staff and financial needs for such a project. Thus far, we have met with unanimous good will and a willingness to offer us all manner of technical advice in helping us to get started. Based on our preliminary research, our staff needs would be as follows:

Dear :

For some time now, I have been exploring means by which Aspira of America might become an even stronger catalytic force in inspiring social advancement through education for Puerto Ricans on the United States mainland.

I believe that one very positive step would be the creation of a quarterly magazine, the first of its kind. And I hope that the National Endowment for the Humanities would give favorable consideration to helping us launch this ambitious project.

First, I would like to demonstrate the growing need for such a medium of communication.

Statistics can be a dreadful bore, but I believe that the following demographic data are quite startling. They show that the Puerto Rican community on the mainland is undergoing significant change, both in size and in composition: